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A Changing Canada

THE War is bringing Canada Children and Refugees. The War is bringing Canada unification as great as it was on that Dominion Day of Confederation seventy-three years ago.

The War will change the Motion Picture Map of Canada. Have you thought of this, British Film Industry, and American Film Industry? While we are at War, and when Peace comes, there will be no place for British, or American Films in those territories which the Nazis will control.

The Map of Europe will be changed, there will always be an England, but our statesmen will be wiser and build their strength closer to the Americas. Europe has been dealt a death-blow. Not during our span of life will we see the old Europe again, the Europe which had history, traditions, laughter and beautiful memories.

Great wealth and a great people will come here, to Canada and to the United States, to the other Dominions and to the Colonies. But, to the American Continent will come the British Film Industry. Are we anticipating this Film March here? More people will mean more theatres, more theatres will require more films, more films will require greater distribution.

England's eyes are turned toward Canada, Canada The Blest. Blest with everything which man requires, including a great and friendly neighbour.

Three times in the history of Motion Pictures has England arrived at a stage in its producing activities sufficiently important to command the respect of the American Film Industry; and the Film Markets of the World. The War of 1914-18 stopped the British Film Industry. Talking Pictures again stopped it; and now the War of 1939-40.

America went to England and produced some of the best and most successful pictures made there; which were life-savers for the programs of the American Producers.

British producers have made successful pictures at Hollywood, and they can make successful pictures in some parts of Canada, preferably on the Coast, where the exchange of stars and players, where Hollywood co-operation could be conveniently obtained.

The entire British Film Industry, including production, distribution and exhibition, has suffered gigantic losses. When War is in your country, Entertainment which requires the expenditure of millions to produce is impossible. When this War shall be over, Europe will have to be rebuilt and every penny available utilized for rehabilitation.

The Moving Picture Industry is a happy Industry. It has always most successfully laughed itself into success and money. Its tragic pictures must always have the silvery lining to their clouds. We know that, as a result of our attempts to dramatize powerful works of fiction, of plays which are not glittering with glamour, but show the dirty colours of Reality.

Who could paint out Reality and put in Tinsel surrounded by millions of Refugees, women and children whom we must admit played no politics in life, but who have been stripped by Life's Gamblers of Power.

All eyes are turned toward the New World, the Americas, the Dominions. Canada as part of the American Continent, the border of which is joined to the greatest American Republic, the United States, Canada which can with added industry and development take care of one hundred million people, Canada will be selected for the continuance of a British Film Industry. It is well to organize for that Eventuality, now!

—Editor.

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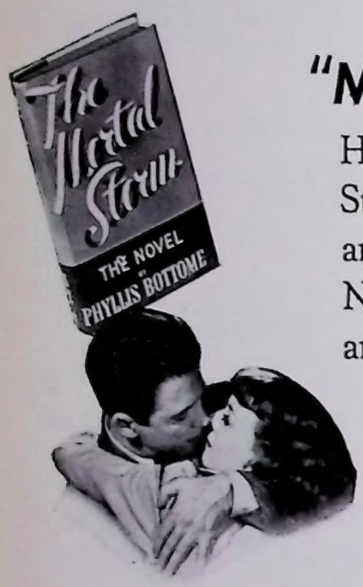
M-G-M SWEEPS GLOOM AWAY!



Margaret Sullavan and James Stewart thrill the fans!

"MORTAL STORM" BIG!

Held Over 2nd Week Capitol, N. Y. Also St. Louis, Boston (playing two theatres day and date) Cleveland, Columbus, Hartford, New Haven, Philadelphia, Washington, D.C. and more every day!

Jeanette MacDonald and Nelson Eddy are together again!

"NEW MOON" PREVIEW GREAT!

It's everything you hoped for. A magnificent musical in the M-G-M manner that's headed for hold-over business. Just what the public wants right now!

Cheer Up America!

"ANDY HARDY MEETS DEBUTANTE!"

Thank you Lewis Stone, Mickey Rooney, Judy Garland and all the happy Hardy Family for turning out the most sensational of all this gold-mine series. It's the show that they'll *thank you* for putting on your screen!

Mickey's in top form and Judy Garland clinches the box-office draw with grand songs!

Remember this!

"PRIDE AND PREJUDICE" IS A SURE-FIRE HIT!

Start now to tease it in lobby and program and publicity. The Preview guarantees audience joy. They ate it up! Greer Garson (*Mrs. Chips*) Laurence Olivier (*Mr. Rebecca*) and a brilliant money cast! A swell show.

RAY PRESENTS

THE Crooked Cross casts a shadow across our sun. England is awake to what that shadow means. Is America awake, are we in Canada awake? Or are we busy nursing political, national, racial and private hates and aversions? There is only one hate which we should nurse, and that is a hate of the crooked cross which casts a shadow across our sun.

What are you and I doing to stop Hitler and to wipe out the shadow of the crooked cross? Are we talking "Win The War" or whispering defeat? Are we giving so that the giving is a sacrifice, or are we husbanding that which we have for Hitler's gangsters to take?

The Canadian Motion Picture Industry's "Win The War" Campaign has selected Monday, July 15th, at 8.30 P.M. for a Free Show, admittance to this Free Show the purchase of a minimum of two War Savings Stamps which cost the purchaser fifty cents. The stamps remain the property of the purchaser.

Have you as a theatreowner in Canada signed your pledge and followed up with your cheque to cover the costs of this united War effort, the greatest "single attempt of any line of business in the history of Canada to demonstrate its worth?"

There is a staff working all day and most of the night synchronizing the work of all the committees; and completing the mechanics of the "Win The War" mobilization.

Long distance telephones, telegrams, literature, advertising, travelling expenses which have to be met. Again, we ask you have you sent in your check, are you on the Front Line of our Defense, helping us to "Win The War" by your fullest co-operation on the Free Show plans for the Sale of War Savings Stamps, or are you a slacker talking about Liberty, Victory, but letting the other fellow put up the fight for you?

EVERY theatreowner in the Dominion of Canada is in our Reserve army, a volunteer division of the Canadian Motion Picture Industry's "Win The War" Campaign. Send in your check for two cents per seat to the Canadian Picture Pioneers Trust Fund, 277 Victoria St., Film Building, Toronto.

Every registered theatreowner's name will be reported to the Government preparatory to the printing of our Honour Roll of those WHO DID THEIR BIT.

Two cents per seat for the little theatre means ten dollars of an investment for the protection of the Empire, Canada, your property, your life, your family, for the fight which will write a new history in this world. The little fellow, the big fellow, all we fellows should give.

We need your checks now, we need every theatre to register by the signing of their pledge. We need every theatre to unite for the sale of War Savings Stamps which the "Win The War" Campaign Committee is securing for them.

READ your "Win The War Campaign Bulletin" which our Campaign Manager, Dick Main, has mailed to you. The information which it contains represents hours and days of work by a combination of committees representative of all the Motion Picture Interests. Mr. Main has made his presentation of information complete and if followed will cover successfully your entire campaign.

Place your theatre at the top of the list for sales of War Savings Stamps. If you have an idea which will increase the sale of the stamps use it and pass it along to us.

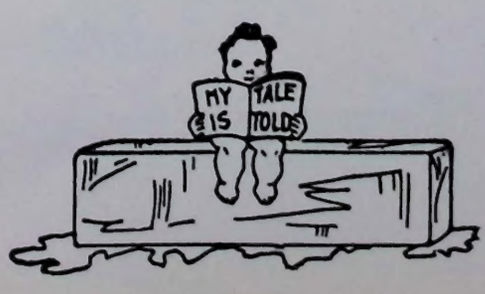
Talk War Savings Stamps and your Free Show. Both to help our Government finance its help to Great Britain; War Savings Stamps to give every man, woman and child the "Win The War" spirit.

We give and we save for Freedom, for Liberty, for God, for King and our Country, for the British Empire, for the United States, for all the Americas, for all those invaded countries, for the freedom of the world; even for the redemption and salvation of Hitler's slaves of Germany.

The shadow of the crooked cross shall be pierced by the Sword of Right with which we fight, so that Liberty may not perish from off the face of this earth, so that humans may know that they have but one master, their own soul; and that these humans may remain masters of this Fortress of their own Divinity.

HITLERISM must die, this is the verdict of just men and women listening to the cry of little children, and beholding the March of the Refugees. Hitlerism must die, or we die! Who then is to die, Hitlerism or we?

I say we shall not die,
Beneath the Crust of Circumstance
There is the Bread of Life,
The Staff of Justice, Mercy,
Human Rights,
Giant Forces of Good
Upon which we lean;
We, the free people
Will win for God
A victory.
For the Kingdom of Heaven
On Earth,
Our Liberty;
For we will give
In battle for our souls,
Our hearts, our lives.
O stars and planets,
Change your course,
For God, to arms;
Let meteors rain fire,
And like the Chariot
Of Phaeton
Let their Bombers
Crash to earth in flame.
Let the earth open up
To swallow The Enemy,
Their tanks, their guns and Infantry,
O Miracles of Heaven
Begin your reign,
That The Blood of Innocents
May not have stained this earth
In vain.



REPUBLIC PICTU

JUBILEE PRODUCTIONS

10

THE IMPOSTOR
TEN NIGHTS IN A BARROOM
BLACK BEAUTY - HONEYMOON ISLE
DOCTORS DON'T TELL - MEET the MISSUS
MOON OVER MULBERRY STREET
BOWERY BOY - PETTICOAT POLITICS
NOTORIOUS LADY

6

SUPREME PRODUCTIONS

Starring GENE AUTRY - Smiley Burnett

OLD MILL STREAM
RIDE TENDERFOOT RIDE
VALLEY OF THE MOON
SONG AT TWILIGHT
UNDER FIESTA STARS
OLD FAITHFUL

8

OUTDOOR PRODUCTIONS

FEATURING

Roy Rogers

DELUXE

THE
NEW
By
HIT PA
Big N
So
SOLDIER
By RICH
THUNDER
P

SPECIA
PR

"MELO
Starrin

"DOWN
Starrin
By MICHAEL
Composers
SOUTH OF THE BORD

REPUBLIC SERIA

52 Weeks of Profit all from Fam

Dick Tracy Strikes Again - - Superman

Released in Canada by **EMPI**

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DUCTIONS

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JIMMY CARR
ussical Hits
SAILS IN THE SUNSET

ANNIVERSARY PRODUCTIONS

12

FALSE WITNESS
STORM OVER INDIA

PUDDIN HEAD - COUNTRY FAIR
The ROARING FORTIES - ARKANSAW JUDGE
FRIENDLY NEIGHBORS - OLD GRAY MARE
BELLE OF ATLANTA - BARNYARD FOLLIES
GANGS OF KANSAS CITY - THE BIG BONANZA

8

MESQUITEER WESTERN PRODUCTIONS
FEATURING
BOB LIVINGSTON - RAYMOND HATTON
DUNCAN RENALDO

8

Action Western Productions
FEATURING
Don "Red" Barry

KNOW NO EQUAL

artoon Strips and Radio Programs

ungle Girl -- King of the Royal Mounted

UNIVERSAL FILMS

"Win The War" Campaign Pledge List Dominion-wide

NATIONAL COMMITTEES REPORT ACTION AND PLANS

Toronto, Ont. — The Executive and Committee members for Toronto and Ontario, "Win The War" Campaign, met on Wednesday at a luncheon meeting at the King Edward Hotel here. Mr. Clair Hague, Vice-Chairman, presided at the meeting. Mr. N. L. Nathanson, Chairman, addressed the meeting reporting that he had been in contact with the Minister of Finance, J. L. Ralston, who expressed himself on behalf of the Government, saying that "the 'Win The War' Campaign was the greatest single attempt of any line of business in the history of Canada, to demonstrate its worth".

Co-operation Needed

Mr. Nathanson also added the thought that the one most essential requirement of the campaign was the co-operation of every single theatre in the Dominion of Canada and that at the completion of the Campaign there should be a register to show that the theatres formed a solid unit of service and not one theatre was delinquent. The next important factor in the campaign, in order to secure its success, was that all exhibitors should contact their local newspapers in order to get the utmost co-operation.

Dominion Reports

Mr. Haskell Masters and Mr. Leo Devaney reported as Travelling Delegates, on the meetings out West at Vancouver, Calgary and Winnipeg. About 70 attended at Calgary and 80 attended the Winnipeg meeting, a most enthusiastic response.

J. P. O'Loghlin reported on the meetings at Saint John, Halifax, and Montreal. Harry Alexander gave his report on the activities of the Ontario Division, stating that approximately 90% of Ontario had signed up their pledges.

Publicity

Jimmy Nairn reported on the advertising campaign, covering accessories, etc., for the "Win The War" Campaign; the War Savings Stamps, advertising for the free show. He said that all material for the show would be mailed to all those exhibitors who have "pledged" themselves on this campaign, not later than July 4th.

One of the most interesting items of publicity for the Campaign, was a tie-up arranged for the Toronto and District theatres with the Milk Producers' Association of Toronto. Every milk bottle delivered in the Toronto area on Monday morning, July 15th, will have a special collar attached to it, with copy as follows: "Stamp Out Hitler!. Attend your favourite Movie Theatre tonight at 8.30 p. m. and support the Canadian Motion Picture Industry's sale of Government Savings Stamps."

Regarding arrangements for the program bookings, Mr, Nathanson reported that he was in consultation with Mr. Will Hays and that he would have definite information this week on how the programs are to be arranged. It has been settled that a free show will be available for exhibitors for the Gala Night, and there is quite likely to be some elasticity in connection with what will constitute the show.

Organization Contacts

Walter Kennedy reported re contacts with National organizations, submitting a report that announcements will be made on Sunday, July 7th and 14th from the pulpits across the Dominion of Canada, of the "Win the War" Campaign free show. Every Minister in Canada has been sent a letter and statement to be read from the pulpit, with the approval of their respective Social Service Boards. In addition to this, the Canadian Weekly Newspapers Association has co-operated through the donation of self-addressed envelopes in which news flashes can be sent to their member newspapers across the Dominion. Mr. Kennedy also reported that the Rameses Temple, Nobles of the Mystic Shrine, has sent letters to Nobles everywhere in Canada, to get in touch with their local theatres, secure stamps and sell them to their friends in order to help "Stamp Out Hitler".

Miss Ray Lewis reported that a letter had been sent to every women's organization in the city of Toronto and those with National headquarters in Toronto, asking for their co-operation. These letters had been mitagraphed through the courtesy of Mights Directories. It was also announced that the E. L. Ruddy Company has donated the use of thirty boards for one week in advance of the special "Win the War Show".

Stars for Show

Mr. J. J. Fitzgibbons reported on a communication from Mr. Alfred Hitchcock, the British producer, who offered his services in the plan to bring stars to Canada. Mr. Jack Arthur was delegated to go to Ottawa to confer with Mr. Hitchcock, who was spending a few days there in conference with John Grierson, Canada's Film Commissioner. During the meeting a report was made by Mr. Hanson, who had just heard the report from Mr. Arthur following his return from Ottawa, which report was to the effect that Mr. Hitchcock believed that he could get at least ten stars to come to Canada for personal appearances. The plan was that the stars should not only appear at the key houses in various centres, but wherever it was possible the stars should cover some of the neighborhood houses. Mr. Fitzgibbons in reporting on this matter suggested that the plan would be for the stars to visit as many theatres as time would permit. Morris Stein reported that the Musicians' Assoc. was most willing to co-operate but asked that our request for musician's co-operation be made more specific.

Mr. Dick Main, Campaign Manager, in giving his report, stated that 5,400 letters had been sent out to every minister in Canada, and that from the head office of the "Win The War" Campaign 10,000 pieces of mail had been sent out; and that the campaign had already received over ten thousand lines of free publicity in the various newspapers.

Studios Co-operate

A letter from Mr. Robert Vogel, Acting Chairman for Mr. Louis B. Mayer, Chairman of the Hollywood Committee, was read in connection with the idea which Joe Holliday, Chairman for a committee representing ten North Toronto theatres: Circle, Beverly, Bedford, Hudson, Belsize, Avenue, Eglinton, Oriole, Hollywood and Capitol, had conceived, whereby trinkets and costume jewellry which noted stars had used in film productions, could be utilized for our "Win The War" free show campaign. It was the original intention to sell the articles to the highest bidder on the night of the performance at these theatres, but it was the unanimous opinion of the group that this idea and the articles be turned over to the National Committee to be distributed across the Dominion. The National Committee accepted with thanks the idea and the arrangements in connection with these articles.

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